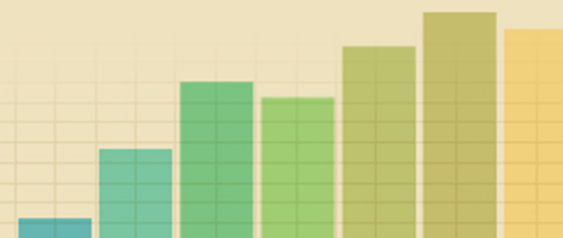


Image Grouping

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Goals

- Introduce Image Grouping
- Share overview of tool and implementation methods
- Share samples of different deployment: Successes and Opportunities for improvement
- Q & A





Intro to Image Grouping

- Image Grouping was created as a way to engage with research participants with varying degrees of literacy skills including illiterate participants.
- The use of pictorial methods has been widely shown to be an effective way to engage with illiterate populations.
- The tool is easily customizable depending on the research questions and the population.
- Works well as a complementary tool in evaluation and with a follow up focus group discussion to help interpret responses.

Image Grouping Examples

- What change has occurred?

Since you started coming to City House meetings...

 Things you feel BETTER about:	 Things you feel WORSE about:
 Things you HAVE BEEN working on:	 Things you HAVE NOT been working on but PLAN to work on:

Nom: _____ la date du jour: _____ Quand avez-vous commencé à travailler avec MILK? ____ (mois, année)
Comment nombreuses formations ou des activités avez-vous participé? _____

Puisque vous commencé à travailler avec MILK...



Choses qui ont amélioré :



Choses qui ont empiré :



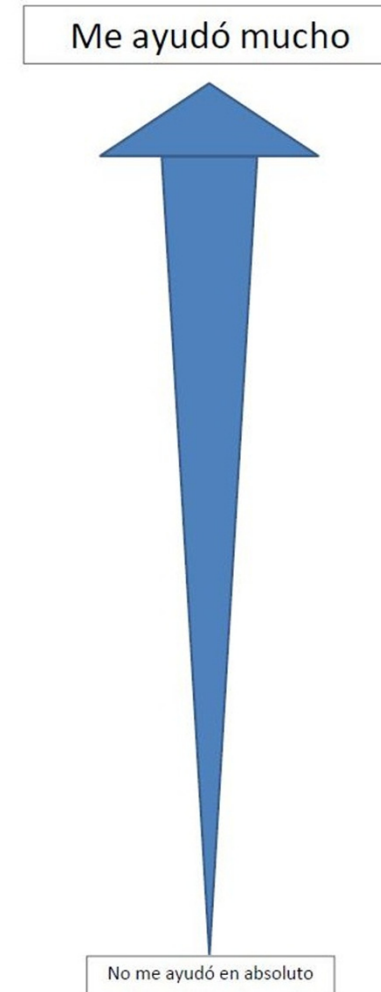
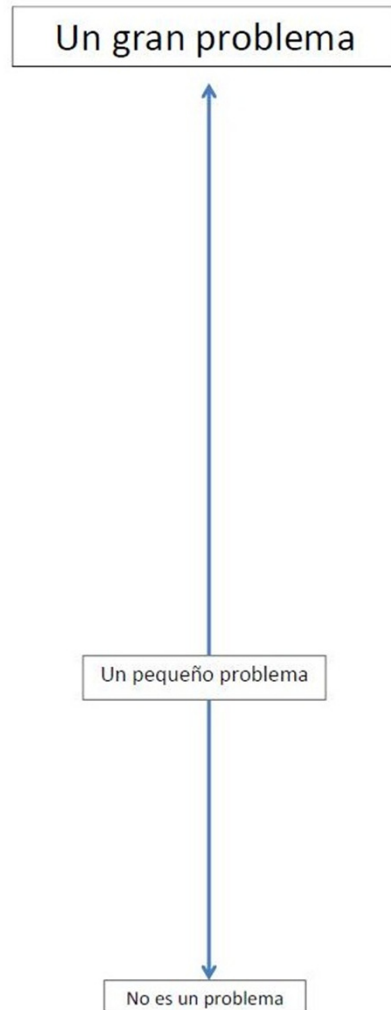
Les choses que vous travaillez pour améliorer:



Les choses qui vont changer maintenant que le projet se termine:



Alternative Formats



Response Options...Enter the Stickers!



Looking for or
keeping a job



Staying sober
and clean



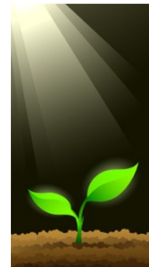
Listening to others



Having network of
support



Asking for help



Feeling hopeful



Feeling loved



Feeling confident
about myself

Implementation

- Participants sit in small groups
- Welcome group and explain purpose
- Go over process, paper and “poster” of icons
- Provide pictures on stickers – do you need more than one image?
- As participants complete their pictures, listen for and encourage reflection on what they are doing
- Follow with focus group

Name: Tiffany Today's date: 5-28-08 When did you start coming to City House meetings? 2nd x (date)

How often do you come to City House meetings? Every week 2 times a month ☒ One time a month

Since you started coming to City House meetings...



Things you feel BETTER about:



Staying sober and clean



Helping others



Asking for help



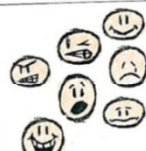
Taking responsibility and blaming others less



Sharing thoughts or feelings with others



Things you feel WORSE about:



Feeling aware of my emotions



Being healthy



Feeling loved



Trusting yourself



Having positive relationships



Resolving conflicts



Things you ARE working on:



Trusting others



Being a good parent



Finding or keeping stable housing



Feeling thankful



Following doctor's advice



Adjusting to change



Feeling confident about myself



Things you HAVE NOT been working on but PLAN to work on:



Feeling connection with a higher power



Paying bills



Cleaning up legal issues



Trusting higher power



Looking for or keeping a job



Getting more education

Nom: _____ la date du jour: _____ Quand avez-vous commencé à travailler avec MILK? ____ (mois, année)

Comment nombreuses formations ou des activités avez-vous participé? _____



ous commencé à travailler avec MILK...

Choses qui ont empiré



Les choses que vous travaillez pour améliorer:



Les choses qui vont changer maintenant que le projet se termine:



Un gran problema



Un pequeño problema



es un problema



R4003

Me ayudó mucho



No me ayudó en absoluto

R4003

Development of Tools

□ Parameters

- Allow all participants to express themselves
- Encourage participatory evaluation
- Limit survey fatigue and the impetus to “choose the right answer” to “please” the administrator

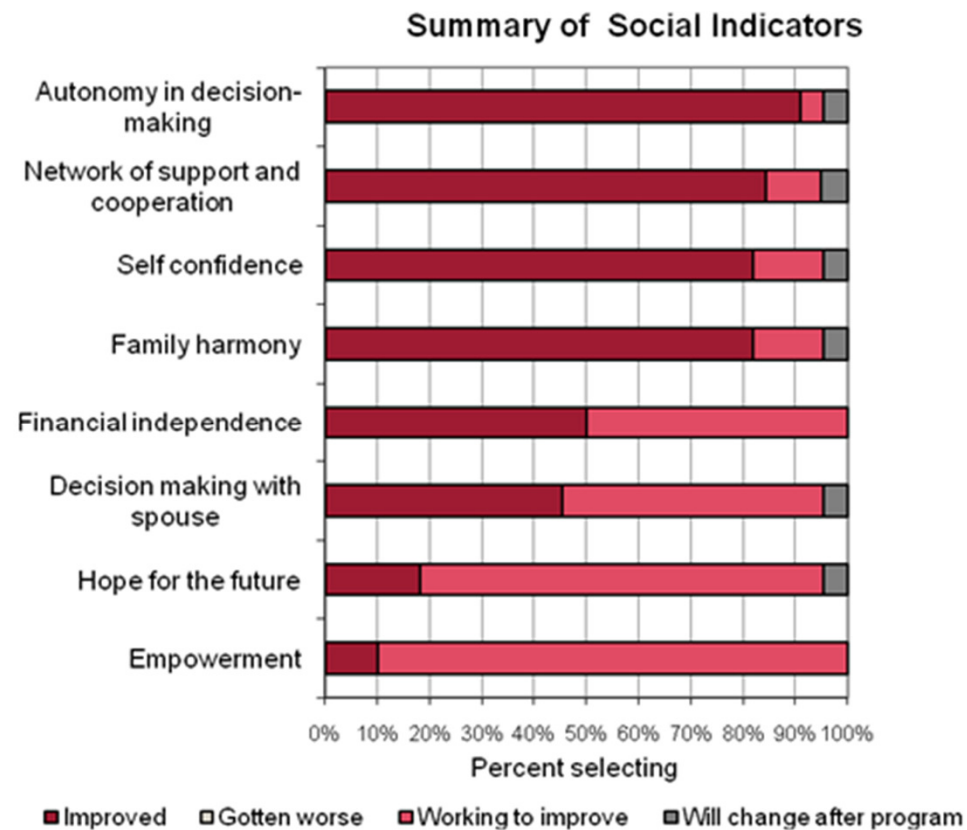
□ Process

- Lay out program theory and research questions
- Engage program staff in the image choosing process
- Pilot and revise instruments

Interpretation and Analysis

- Focus group discussion provides examples and context for participant responses.
- Responses can increase the usefulness of the data provided by the Image Grouping activity
- Analysis can be a mix of qualitative and quantitative.

Example of Analysis



Example of Analysis

All of the women (100%) who participated in the Image Grouping© sessions reported that they had fewer debts as a result of participating in the project. Nearly all of the beneficiaries, (95%) in the Image Grouping© sessions, reported increases in their income since the project started. This was also echoed during interviews with male beneficiaries and with female group leaders. Men and women beneficiaries reported that as a result of the business training they received they understand the need to divide the income that they get from selling items into capital, savings and money to spend on expenses. Many of the beneficiaries (80%+) reported other tangible positive outcomes such as being able to send children to school, purchasing potable water, attending to health needs and making purchases for their home and business. Another significant impact was that beneficiaries reported improvements in their network of support and cooperation.

Questions?

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